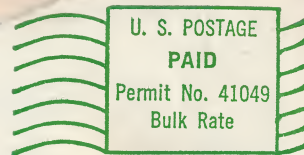
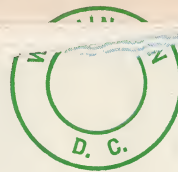




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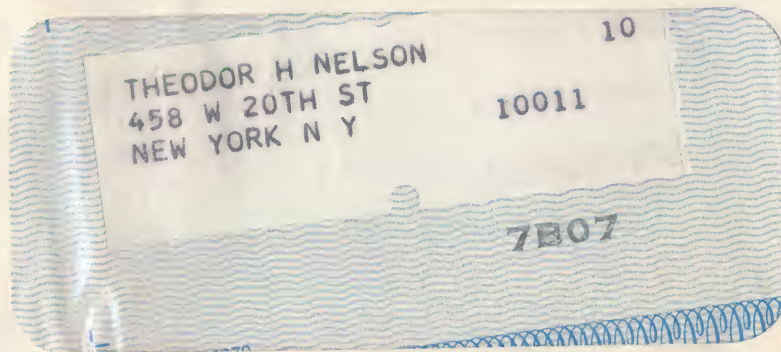
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Political campaigns are designedly made into emotional orgies which endeavor to distract attention from the real issues involved, and they actually paralyze what slight powers of cerebration man can normally muster.

James Harvey Robinson, *THE HUMAN COMEDY*

Dear Reader,

It's getting to be more that way: minds manipulated by TV commercials passed off as political discourse. Well then, how are you to know what the "real issues" are this fall, or in 1972? The New Republic is no infallible guide, but we think we can help identify the real situation from our vantage point in Washington, D. C., with our "excellent, highly credible" sources (so says Esquire Magazine) and our experience with the pretensions of politics.

From its very start in 1914, when its founding editor, Herbert Croly, helped to ignite "little insurrections in the realm of the readers' convictions," this journal of opinion has believed in the value and power of intelligence to order our lives humanely. The New Republic speaks for liberalism. It is egalitarian: it relishes variety and experiment. It eschews fanaticism, provincialism, bigotry.

And our world is not confined to the controversies of public affairs. The New Republic each week offers an excellent assessment of fiction and non-fiction, and verse by recognized and yet-to-be recognized American poets--as well as stimulating reviews of films, plays and TV.

Our editorial staff continues to make its mark weekly in articles, as well as in books . . . Alex Campbell, managing editor, wrote Unbind Your Sons, an account of American political and military captivity in Asia, released in July; John Osborne, our White House correspondent, produced the widely acclaimed Nixon Watch in June; while late last year, associate editor David Sanford edited Hot War on the Consumer. (You will note that these three books are available to you at a special price if you choose the long term subscription to The New Republic.)

A sampling of recent articles will give you a sense of our interests:

NATIONAL POLITICS

Nixon's Family Assistance Bill - An attack by Lucy V. Katz, a defense by Daniel P. Moynihan. The latter argues that we had better settle for what is in this bill or look forward to no Congressional action during the rest of this decade.

Power Hungry America - An analysis by the noted scientist, Dr. Ralph E. Lapp. He explains the implications of the escalating demand for more and more fuel energy and what this means to our resources and ecology.

Winning in November is Not Enough - by John Kenneth Galbraith. Unless the seniority system in Congress is reformed, Professor Galbraith questions whether Democratic gains in Congress will amount to much.

The Nonsense Explosion - Ben Wattenberg's controversial view of the population explosion.

Nixon's First Year - a balanced, yet highly personal appraisal by the noted New York Times columnist, Tom Wicker.

EDUCATION

Teaching Writing - by Joseph Featherstone. The perceptive staff writer of The New Republic explores why some children write well and others don't.

Education Vouchers - Christopher Jencks' proposal to use vouchers as payment for the secondary education of your choice touched off sparklers and cherry bombs in the academic community.

Academic Recession - Clifford Landers and James Cicarelli point up the anomaly of qualified educators facing unemployment in a field that desperately needs competent help.

INTERNATIONAL POLITICS

Saving Face - Hans J. Morgenthau. Incisive criticism of Nixon's rationale for entering Cambodia, by one of America's most learned political philosophers.

A "Korean" Solution for Vietnam? - Frank Baldwin pokes holes in the popular fallacy that the US can do in Vietnam what it did in Korea-- and that it's worth doing.

Women in Russia - Susan Jacoby lets in light on what is expected of women in the Soviet Union.

How Thieu Rules - Don Luce describes the kind of government the US is defending.

A Hundred Years War in the Middle East - Zalin Grant, our roving foreign correspondent, explains the origins and depths of enmities in the Middle East.

Dissent in the 70's - Professor Zbigniew Brzezinski analyses the impact of technology on the politics of the 70's.

AND THE ARTS . . .

Reed Whittemore, one of the most respected poets of our time, is the literary editor of The New Republic. His recent volume published by the University of Minnesota Press, 50 Times 50, has gained him additional critical acclaim. He brings this talent and judgment to bear each week in selecting the books reviewed in our pages, about 250 each year. He also inspires the always entertaining "Sedulus," our pithy critic of television.

Stanley Kauffmann, former literary critic of the New York Times, discusses the latest films and Broadway plays with style and insight. Robert Brustein, Dean of the Yale School of Drama, is our occasional commentator not only on the modern stage, but on play acting in the name of revolution.

Interested? The past year has seen the most rapid growth of New Republic circulation in five decades . . . approaching our present goal of 200,000 paid subscribers. It has been true in the past that The New Republic is most sought out in times of political and social earthquakes, when all of us seek some solid ground on which to build for the future. In the words of The New Republic's editor-in-chief, Gilbert Harrison, this journal has an "indestructible" confidence that free men, human and generous, can make something finer of life. In this sense, The New Republic, though critical in temper, has been a continuous affirmation."

AND MUCH MORE . . .

Besides the basic magazine which we have tried to describe, there are many extras. A weekly report on Washington by T.R.B. is a highlight for many readers. Newsweek describes this unique column as a "sparkling stream beside the often turgid waters of Washington journalism." For many, it alone is worth the modest price of a subscription. And to liven the pages there are the always pertinent cartoons of Bill Mauldin, Jules Feiffer, and Robert Osborn, saying in a few brush strokes what needs saying on the foibles of this age.

EVEN MORE SERVICES . . .

As a subscriber to The New Republic, you are eligible to join The New Republic Book Club. This is a straightforward proposition, worthwhile books at substantial discounts, and a free bonus book with every four books purchased. We pay the handling and postage, so you know exactly, in advance, what the book will cost. There is no minimum number of books to buy each year. Your only obligation is to advise us each month, once you receive your selection card, whether you want the book or not. If you overlook the card and decide later that you don't want the book, you can return it for full credit. On the subscription order form, enclosed, there is a place for you to check and sign if you want to try this book club.

Well, we've said quite a lot. We want you to give The New Republic an opportunity to enliven your week. To tempt even further, we have an economy offer that will allow you to keep company with us for the next few months or years.

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